

MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2013 ENTRY FORM

Entry Type: **Award Type:**

Category:

Ensure category corresponds with entry type (1 Print, 2 Broadcast, or 3 Community Relations)

Entry Title:

Publication/Air Date: **URL:**

Unit POC:

(In the below space provided please include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

Command/DRU:

Submitting Unit:

(include unit name and complete verified, official mailing address, DSN and commercial phone number and fax number; please spell out all acronyms)

Award Should Be Issued To:

(enter an individual's name for individual awards only)

Gender:

Comments/Significant Contributors:

(list up to five for unit awards only and note gender)

Unit/Duty Section:

Supervisor's Name/Title:

Supervisor's Signature:

Upon completion of this form, click the "Save as" button to the right. If multiple forms are needed click the reset form button to continue to your next submission.



177TH ARMORED BRIGADE WELLNESS FAIR

2013 MG Keith L. Ware Competition, Community Relations:
Special Event



DEPARTMENT OF THE ARMY
HEADQUARTERS, FIRST ARMY DIVISION EAST
4550 PARADE FIELD LANE
FORT GEORGE G. MEADE, MARYLAND 20755-5340

REPLY TO
ATTENTION OF

AFKA-DVE-MOB

23 January 2014

MEMORANDUM FOR Office of the Chief of Public Affairs, Community Relations and Outreach Division, The Pentagon, Washington D.C. 22202-395

SUBJECT: Letter of Endorsement, 177th Armored Brigade Wellness Campaign nomination, Department of the Army Community Relations Awards Program, Category C: Community Relations Special Events

1. I strongly endorse the nomination of the 177th Armored Brigade Wellness Campaign in the 2013 MG Keith L. Ware Public Affairs Community Relations Special Events Category.
2. The 177th Armored Brigade is not only focused on the mobilization and demobilization of Reserve Component Soldiers, they are focused on the health and well-being of every Soldier, Civilian and Family member as well as their community partners. This event started with an internal focus but quickly gained interest from the local community. The end result is a memorable, sustainable event that helps provide needed information to those who are in need. Local community looks forward to this event each year, not only as an opportunity to check their health and wellness, receive information and gain resources but as an opportunity to interact with their neighbors on Camp Shelby.
3. This event costs the 177th Ar Bde nothing but time to set up but reaps dividends in community spirit, camaraderie and education. The relationships built and sustained by this annual event significantly contribute to the overall feeling of teamwork on and off Camp Shelby.

Amanda C. Glenn
GS-13
Chief, Public Affairs



DEPARTMENT OF THE ARMY
177TH ARMORED BRIGADE
609 FORREST AVENUE
CAMP SHELBY, MISSISSIPPI 39407-5500

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SUBJECT: Letter of Endorsement, 177th Armored Brigade Wellness Campaign nomination, Department of the Army Community Relations Awards Program, Category C: Community Relations Special Events

1. I strongly endorse the nomination of the 177th Armored Brigade Wellness Campaign in the 2013 MG Keith L. Ware Public Affairs Community Relations Special Events Category.
2. The 177th Armored Brigade's main goal in the development of the Wellness Campaign was to integrate a program that focuses on the physical, mental, and spiritual health of Soldiers, Civilians, and Families. The brigade took a comprehensive, multi-disciplinary approach, which focused on all aspects of health and factors in promoting total health across the force. The brigade's interpretation of the Army's Ready and Resilient program, development of this program, and inclusion of community members is just one demonstration of the relationship the 177th Armored Brigade enjoy with the local community.
3. The Wellness Campaign has received incredibly positive feedback, and due to its success, the unit plans to continue the program for all Soldiers, Civilians, and Families in the surrounding area.


WILLIAM CHLEBOWSKI
COL, FA
Commanding



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Summary

The Army's new Campaign Plan for Health Promotion, Risk Reduction and Suicide Prevention will seek to make rapid improvements in the Army's existing health promotion and risk reduction programs, systems, and processes with a goal of reducing suicides and improving the mental, physical and spiritual health of the Army community. The 1st Army Division East will implement the Division East Wellness Campaign plan in order to integrate a program that focuses on the physical, mental and spiritual health of Soldiers, civilians and families. Taking a comprehensive, multi-disciplinary approach that focuses on all aspects of health and factors in prompting total health across the force.



Planning

A wellness team of Noncommissioned officers was organized to support the mission. The team held monthly meetings to plan and coordinate all events. All Wellness NCO's were given task to complete the mission. The task consisted of coordinating with brigade operations for dates that allowed for maximum participation for the fair. The team secured a location on post to accommodate the brigade, family members and civilians ensuring there would be enough tables and chairs for the vendors. The team phoned and visits to businesses in the community to invite them to participate in the fair.

The team would then come back together and consolidate the vendors who were willing to come.

The team communicate through email and telephone calls to the vendors bi-monthly ensure they were still participating in the event. A flyer was sent out to the vendors and Soldiers informing them of the event locations and times.



Execution

The Wellness Program was designed to feature a different training focus each month. Year round the focus was on smoking cessation. We focused on several tasks such as: Domestic Violence, Winter Safety, Spiritual Fitness, POV Awareness, Healthy Heart, Summer Safety, Nutrition, Sexual Assault, Women's & Men Health, Substance Abuse, Family Wellness, and Suicide Prevention. The training would be conducted in a variety of ways. There would be guest speakers to come and speak on different topics, hands on activities, or power point presentations.

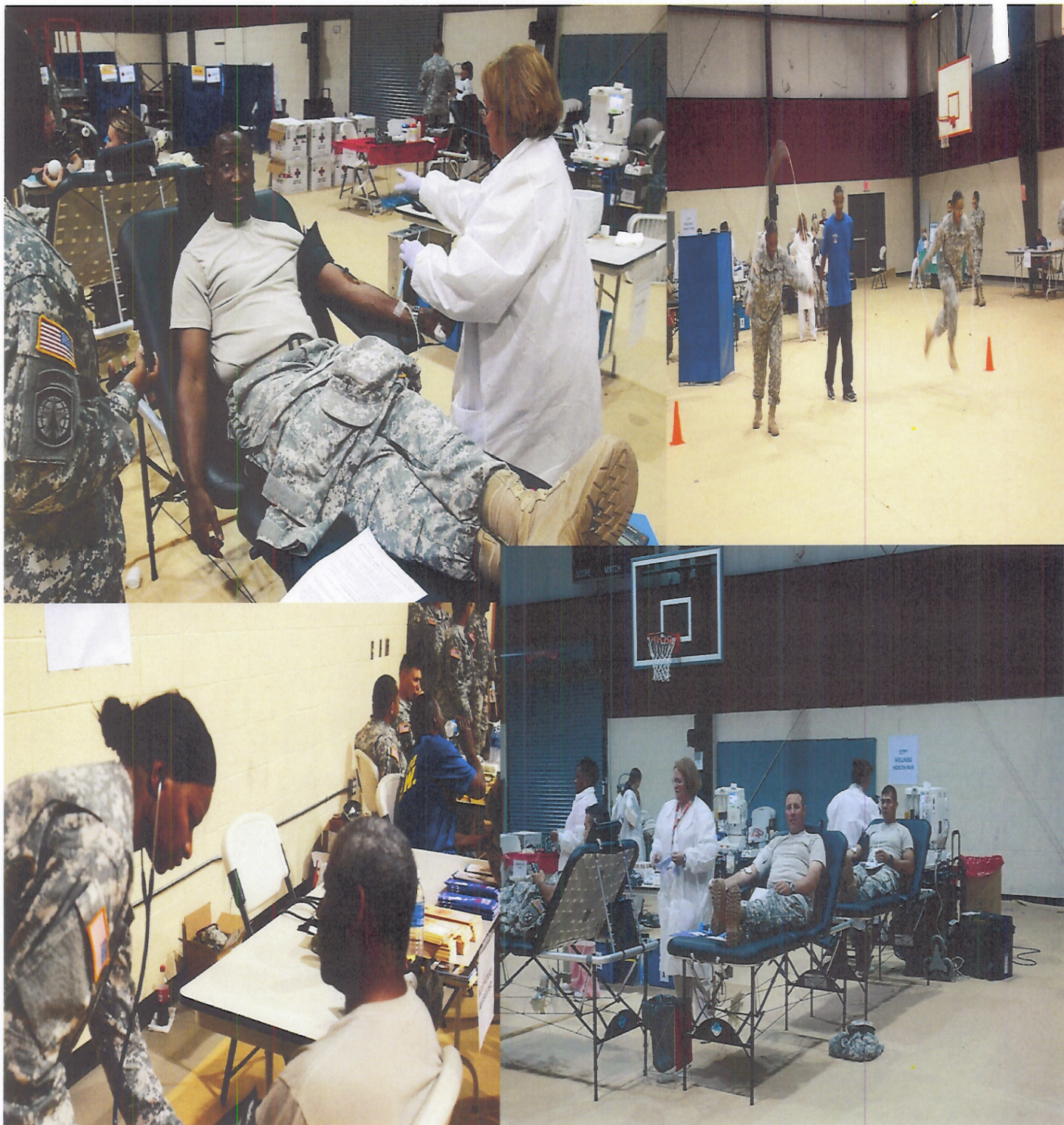
We partnered with the Air Force Health and Wellness Center at Keesler to enroll Soldiers in the smoking cessation classes twice a week for six weeks. We had around 20 Soldiers to attend.



Value to the Army

Through having the wellness program, the brigades was able to assist 20 Soldiers to get enrolled in smoking cessation classes. They also assisted 45 Soldiers and family members with a financial plan through Military Family Life Consultants. The last three fairs, the brigade were able to donate an average of 50 pints of blood to help the American Red Cross. The Employment Counselor assisted 25 Soldiers with job opportunities after transition off mobilization orders. The Sleep Center of Wesley Medical Center was able to identify an unnumbered amount of Soldiers with sleep disorders and assist them with recourses to resolve their issue. The education center has assisted numerous Soldiers and family members with SAT/ACT testing, and information on going back to school.

Wellness Event Photos



Event Photos

